

Caring to Love Ministries

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Alternatives to Abortion CFMS# 719685 [02-29-16]

9 January 2016

Performance Period

nt Appropriated:\$485,629.00

onthly Invoices:\$

YTD Amount:\$

**Highs & Deviations:** One of our highlights is our "e-communique newsletter" it is a tool to encourage and promote resources and information to clients and providers related to best practices in prenatal care and quality assurance.

**Corrective Actions for****Deviations:****Ongoing Obstacles:**

**Activities in Next Period:** 2016 Life Choice Project Conference with Subcontractors - 02/17/2016

**Goals & Objectives:** Exceed our Performance TargetsPerformance Delivery

Component Name	Yearend Target	YTD Total Served	YTD New Served	Total Served This Month	New Served This Month	Notes
Application	1944	1732	1732	308	308	

Task Status

Task Name	Status	Activity Notes
Quality Assurance	On Schedule	To ensure adherence to program service delivery requirements, compliance visits are conducted monthly to review.
Project Staff and Consultant Meetings	On Schedule	To assess program activities and other core functions; regular meetings are conducted in house, via webinars and via conference calls
Abstinence Education	On Schedule	To inform, educate and empower TANF eligible adolescents and young adult (aged 13 to 21 years) to make informed healthier life choices.
Home Outreach Support Services	On Schedule	To provide TANF eligible expectant mothers, their male partners, and families with information, referral and access to needed medical, nutritional, social, emotional, educational, developmental and other appropriate prenatal health care services.
Know for Sure Calls	On Schedule	Total activity 362 calls 346 emails 65 chats 65
		<b>PARISHES:</b> Acadia 1, Ascension 27, Calcasieu 3, Concordia 2, EBR 230, E. 5, Iberia 3, Iberville 6, Jefferson 1, Jefferson Davis 1, Lafayette 8, Livingston 18, Pointe Coupee 3, Rapides 1, St. James 2, St. John Baptist 5, St. Landry 1, St. Martin 2, St. Martinsville 4, Tangipahoa 7, WBR 1
		<b>OUT OF STATE COUNTIES:</b> Adams, MS 1, Amite, MS 1, Forrest, MS 1 Wilkinson, MS 2
Google Ad's	On Schedule	219,689 All-Time total 823 New Impressions times users saw our listing in search 65 chats

Performance Indicators

Performance Indicator	Unit of Measure	PI Target	PI Actual	PI DEV	PI Actual Number	Year End Target	Year End Actual	Year End DEV	Reason for Deviation
Application	NUMERIC	243	308	65	N/A	1944	1732	212	Services Exceeded
Pregnancy Test	NUMERIC	246	248	2	N/A	1968	1845	123	Services Exceeded
Pregnancy Test	NUMERIC	40	60	20	N/A	320	373	-53	Services Exceeded
Abstinence Education	NUMERIC	40	60	20	N/A	320	373	-53	Services Exceeded
Abstinence Education	NUMERIC	188	305	117	N/A	1500	1637	-137	Services Exceeded
Abstinence Education	NUMERIC	137	214	77	N/A	1100	1230	-130	Services Exceeded
Risk Assessment	NUMERIC	150	248	98	N/A	1200	1358	-158	Services Exceeded
Plan Development	NUMERIC	137	248	111	N/A	1100	1358	-258	Services Exceeded
Plan Monitoring	NUMERIC	137	224	87	N/A	1100	1304	-204	Services Exceeded
Support	NUMERIC	78	99	21	N/A	624	684	-60	Services Exceeded
Outreach Support	NUMERIC	42	46	4	N/A	336	354	-18	Services Exceeded
Outcomes	NUMERIC	44	71	27	N/A	352	410	-58	Services Exceeded

Approved

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\*Approval Date

02/08/2016

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zed  
Partner: Caring to Love Ministries  
ative:  
orting Alternatives to Abortion CFMS# .719685 [06-30-15]  
th: December 2015

### Performance Period

**ount Appropriated:**\$ 485,629.00

**Monthly Invoices:**\$ 66,335.45

**YTD Amount:**\$ 364,862.14

**highlights & Deviations:** One of our highlights is our "e-communique newsletter" it is a tool to encourage and promote resources and information to clients and providers related to best practices in prenatal care and quality assurance.

**Corrective Actions for Deviations:**

**Ongoing Obstacles:**

**ajor Activities in Next Period:**

**Goals & Objectives:** Exceed our Performance Targets

### Performance Delivery

Component Name	Yearend Target	YTD Total Served	YTD New Served	Total Served This Month	New Served This Month	Notes
Take Application	1944	1424	1424	281	281	

#### Task Status

Task Name	Status	Activity Notes
(1) Quality Assurance	On Schedule	To ensure adherence to program service delivery requirements, compliance visits are conducted monthly to review.
(2) Project Staff and Consultant Meetings	On Schedule	To assess program activities and other core functions; regular meetings are conducted in house, via webinars and via conference calls
(3) Abstinence Education	On Schedule	To inform, educate and empower TANF eligible adolescents and young adults (aged 13 to 21 years) to make informed healthier life choices.
(4) Home Outreach Support Services	On Schedule	To provide TANF eligible expectant mothers, their male partners, and families with information, referral and access to needed medical, nutritional, social emotional, educational, developmental and other appropriate prenatal health care services.
(5) Know for Sure Calls	On Schedule	TOTAL ACTIVITY 317: 200 calls; 38 ABV calls; 9 ABV appointments. <b>PARISHES:</b> Ascension 9, EBR 113, E Feliciana 2, Iberia 1, Iberville 2, Jefferson 1, Lafayette 7, Livingston 18, Orleans 1, Pointe Coupee 2, Rapides 1, St Helena 1, St John 1, St Martin 1, St Tammany 1, Tangipahoa 4, Terrebonne 1, Vermilion 1, WBR 1, W Feliciana 1.
(6) Google Ad's	On Schedule	<b>OUT OF STATE COUNTIES:</b> Clinton C 1, Kitsap C 1, Nueces C 1, Onondaga C 1, Payne C 1, Pike C 1, Queens C 1, Richmond C 1, San Diego C 1, San Mateo C 1, Weber C 1, Quebec Canada 1 <b>2120 impressions times users saw our listing in search 54 chats</b>

### Performance Indicators

Performance Indicator	Unit of Measure	PI Target	PI Actual	PI DEV	PI Actual Number	Year End Target	Year End Actual	Year End DEV	Reason Deviation
ake Application	NUMERIC	243	281	38	N/A	1944	1424	520	Services Exc
Pregnancy Test	NUMERIC	246	295	49	N/A	1968	1597	371	Services Exc
negative Pregnancy Test	NUMERIC	40	62	22	N/A	320	313	7	Services Exc
stinence Education	NUMERIC	40	62	22	N/A	320	313	7	Services Exc
ounseling	NUMERIC	187	256	69	N/A	1500	1332	168	Services Exc
erral	NUMERIC	138	167	29	N/A	1100	1016	84	Services Exc
alth Risk Assessment	NUMERIC	150	219	69	N/A	1200	1110	90	Services Exc
re Plan Development	NUMERIC	138	219	81	N/A	1100	1110	-10	Services Exc
-going monitoring	NUMERIC	138	184	46	N/A	1100	1080	20	Services Exc
nily Support	NUMERIC	78	76	-2	N/A	624	585	39	Services Exc
me Outreach Support	NUMERIC	42	53	11	N/A	336	308	28	Services Exc
ch Outcomes	NUMERIC	44	52	8	N/A	352	339	13	Services Exc

**Approved**

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**\*Approval Date**

01/08/2016

Performance Period**Appropriated:**\$ 485,629.00**Monthly Invoices:**\$ 62,189.37**YTD Amount:**\$ 298,526.69

**Goals & Deviations:** One of our highlights is our "e-communiqué newsletter" it is a tool to encourage and promote resources and information to clients and providers related to best practices in prenatal care and quality assurance.

**Possible Actions for****Deviations:****Obstacles:****Activities in Next****Period:****Goals & Objectives:** Exceed our Performance TargetsPerformance Delivery

Component Name	Yearend Target	YTD Total Served	YTD New Served	Total Served This Month	New Served This Month	Notes
Application	1944	1143	1143	214	214	

Task Status

Task Name	Status	Activity Notes
Quality Assurance	On Schedule	To ensure adherence to program service delivery requirements, compliance visits are conducted monthly to review.
Project Staff and Consultant Meetings	On Schedule	To assess program activities and other core functions; regular meetings are conducted in house, via webinars and via conference calls
Abstinence Education	On Schedule	To inform, educate and empower TANF eligible adolescents and young adults (aged 13 to 21 years) to make informed healthier life choices.
Home Outreach Support Services	On Schedule	To provide TANF eligible expectant mothers, their male partners, and families with information, referral and access to needed medical, nutritional, social, emotional, educational, developmental and other appropriate prenatal health care services.
Now for Sure Calls	On Schedule	TOTAL ACTIVITY 311. 290 calls <b>PARISHES:</b> Acadia 4, Ascension 13, Calcasieu 1, Concordia 1, EBR 184, East Feliciana 2, Iberia 4, Jefferson 5, Jefferson Davis 1, Lafayette 9, Lafourche 2, Livingston 16, Orleans 2, Pointe Coupee 6, Rapides 1, St. Landry 3, St. James 2, St. John 1, St. John the Baptist 1, St. Martin 1, St. Mary 1, St. Tammany 1, Tangipahoa 6, Terrebonne 1, Washington 3, WBR 4 <b>OUT OF STATE COUNTIES:</b> Amite, MS 1; Walthall, MS 1, Wilkinson, MS 1
Google Ad's	On Schedule	17,598 Google Impressions - 582 clicks

Performance Indicators

Performance Indicator	Unit of Measure	PI Target	PI Actual	PI Dev	PI Actual Number	Year End Target	Year End Actual	Year End Dev	Reason for Deviation
Application	NUMERIC	243	214	-29	N/A	1944	1143	801	Satisfactory
Pregnancy Test	NUMERIC	246	226	-20	N/A	1968	1302	666	Services Exceeded
Pregnancy Test	NUMERIC	40	54	14	N/A	320	251	69	Services Exceeded
Abstinence Education	NUMERIC	40	54	14	N/A	320	251	69	Services Exceeded
Google	NUMERIC	188	191	3	N/A	1500	1076	424	Services Exceeded
Health Assessment	NUMERIC	137	151	14	N/A	1100	849	251	Services Exceeded
Development Monitoring	NUMERIC	150	160	10	N/A	1200	891	309	Services Exceeded
Support	NUMERIC	137	160	23	N/A	1100	891	209	Services Exceeded
Home Outreach Support Services	NUMERIC	137	154	17	N/A	1100	896	204	Services Exceeded
comes	NUMERIC	78	87	9	N/A	624	509	115	Services Exceeded
comes	NUMERIC	42	49	7	N/A	336	255	81	Services Exceeded
comes	NUMERIC	44	50	6	N/A	352	287	65	Services Exceeded

**Approved****\*Approval Date**

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 Partner: Caring to Love Ministries  
 iative: Alternatives to Abortion CFMS# 719685 [02-29-15]  
 porting  
 nth. October 2015

### Performance Period

**mount Appropriated:**\$ 485,629.00

**Monthly Invoices:**\$ 64,381.47

**YTD Amount:**\$ 236,337.32

**ghlights & Deviations:**One of our highlights is our "e-communique newsletter" it is a tool to encourage and promote resources and information to clients and providers related to best practices in prenatal care and quality assurance.

**Corrective Actions for**

**Deviations:**

**Ongoing Obstacles:**

**Major Activities in Next**

**Period:**

**Goals & Objectives:**Exceed our Performance Targets

### Performance Delivery

Component Name	Yearend Target	YTD Total Served	YTD New Served	Total Served This Month	New Served This Month	Notes
Take Application	1944	929	929	245	245	

#### Task Status

Task Name	Status	Activity Notes
(1) Quality Assurance	On Schedule	To ensure adherence to program service delivery requirements, comp visits are conducted monthly to review.
(2) Project Staff and Consultant Meetings	On Schedule	To assess program activities and other core functions; regular meetings conducted in house, via webinars and via conference calls
(3) Abstinence Education	On Schedule	To inform, educate and empower TANF eligible adolescents and young (aged 13 to 21 years) to make informed healthier life choices.
(4) Home Outreach Support Services	On Schedule	To provide TANF eligible expectant mothers, their male partners, and with information, referral and access to needed medical, nutritional, emotional, educational, developmental and other appropriate prenatal health care services.
(5) Know for Sure Calls	On Schedule	TOTAL ACTIVITY 172 : 168 calls
(6) Google Ad's	On Schedule	<b>PARISHES:</b> Ascension 6,Calcasieu 1, EBR 133, Iberville 3, Lafayette Livingston 8, Pointe Coupee 4, St John 2, St Martin 2, Tangipahoa 1, <b>OUT OF STATE COUNTIES:</b> Texas 1, Mississippi 3 9,830 Google Impressions- Devices use for Ad word campaign computer clicks

#### Performance Indicators

Performance Indicator	Unit of Measure	PI Target	PI Actual	PI DEV	PI Actual Number	Year End Target	Year End Actual	Year End DEV	Reason Devi
ake Application	NUMERIC	243	245	2	N/A	1944	929	1015	Services
Pregnancy Test	NUMERIC	246	292	46	N/A	1968	1076	892	Services
gative Pregnancy Test	NUMERIC	40	53	13	N/A	320	197	123	Services
stinence Education	NUMERIC	40	53	13	N/A	320	197	123	Services
unseling	NUMERIC	187	242	55	N/A	1500	885	615	Services
erral	NUMERIC	138	176	38	N/A	1100	698	402	Services
alth Risk Assessment	NUMERIC	150	192	42	N/A	1200	731	469	Services
re Plan Development	NUMERIC	138	192	54	N/A	1100	731	369	Services
-going monitoring	NUMERIC	138	219	81	N/A	1100	742	358	Services
mily Support	NUMERIC	78	97	19	N/A	624	422	202	Services
me Outreach Support	NUMERIC	42	51	9	N/A	336	206	130	Services
th Outcomes	NUMERIC	44	64	20	N/A	352	237	115	Services

**Approved**

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**\*Approval Date**

11/09/15

Performance Period

at Appropriated:\$485,629

onthly Invoices:\$ 38,615.00

YTD Amount:\$ 95883.62

**hts & Deviations:** One of our highlights is our "e-communiqué newsletter" it is a tool to encourage and promote resources and information to clients and providers related to best practices in prenatal care and quality assurance.

**ffective Actions for Deviations:**

**ngoing Obstacles:**

**Activities in Next Period:**

**als & Objectives:** Exceed our Performance Targets

Performance Delivery

Component Name	Yearend Target	YTD Total Served	YTD New Served	Total Served This Month	New Served This Month	Notes
Application	2916	682	682	207	207	

Task Status

Task Name	Status	Activity Notes
Quality Assurance	On Schedule	To ensure adherence to program service delivery requirements, compliance visits are conducted monthly to review.
Project Staff and Consultant Meetings	On Schedule	To assess program activities and other core functions; regular meetings are conducted in house, via webinars and via conference calls
Abstinence Education	On Schedule	To inform, educate and empower TANF eligible adolescents and young adults (aged 13 to 21 years) to make informed healthier life choices.
Home Outreach Support Services	On Schedule	To provide TANF eligible expectant mothers, their male partners, and families with information, referral and access to needed medical, nutritional, social, emotional, educational, developmental and other appropriate prenatal health care services.
Know for Sure Calls	On Schedule	TOTAL ACTIVITY:214 calls, 80 ABV calls <b>PARISHES:</b> West Baton Rouge 70710, East Baton Rouge 70802 (2), 70805(3), 70806 70812, 70814(3), 70815, 70816(2), 70817, 70818, 70819 St. Martin 70517, TANGIPAHOA 70401, EAST FELICIANA 70730, Livingston 70726, Iberville 70776, Zachary 70791, Baker 70714((2), Ascension 70346, Iberia 70544, <b>OUT OF STATE COUNTRIES:</b> Natchez MS 39120
Google Ad's/ Social Media	On Schedule	14,174 Google Impressions- 98chats - Devices use for Ad word campaign Computer 183 clicks, Mobile 334 clicks

Performance Indicators

Performance Indicator	Unit of Measure	PI Target	PI Actual	DEV	PI Actual Number	Year End Target	Year End Actual	Year End DEV	Reason for Deviation
Application	NUMERIC	243	207	-36	N/A	1944	682	1262	satisfactory
y Test	NUMERIC	246	269	23	N/A	1968	807	1161	Services Exceeded
Pregnancy Test	NUMERIC	40	39	-1	N/A	320	144	176	Services Exceeded
ce Education	NUMERIC	40	39	-1	N/A	320	144	176	Services Exceeded
ing	NUMERIC	187	278	91	N/A	1500	721	779	Services Exceeded
isk Assessment	NUMERIC	138	160	22	N/A	1100	522	578	Services Exceeded
Development	NUMERIC	150	332	182	N/A	1200	702	498	Services Exceeded
onitoring	NUMERIC	138	168	30	N/A	1100	538	562	Services Exceeded
upport	NUMERIC	138	270	132	N/A	1100	640	460	Services Exceeded
treach Support	NUMERIC	78	175	97	N/A	624	419	205	Services Exceeded
comes	NUMERIC	42	57	15	N/A	336	155	181	Services Exceeded
	NUMERIC	44	76	32	N/A	352	173	179	Services Exceeded

Approved

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\*Approval Date

09/10/2015

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► **1**  
HURRICANE READINESS TIPS  
FOR PREGNANT WOMEN

► **2**  
DO OVER CLOSER  
ANNUAL CHECKUP

► **2**  
DADS DURING PREGNANCY  
SHOULD EAT NEW DIETS

► **2**  
FITNESS AND EXPECTANT MOTHERS  
WEIGHT GAINS DURING PREGNANCY

**Did You Know...**

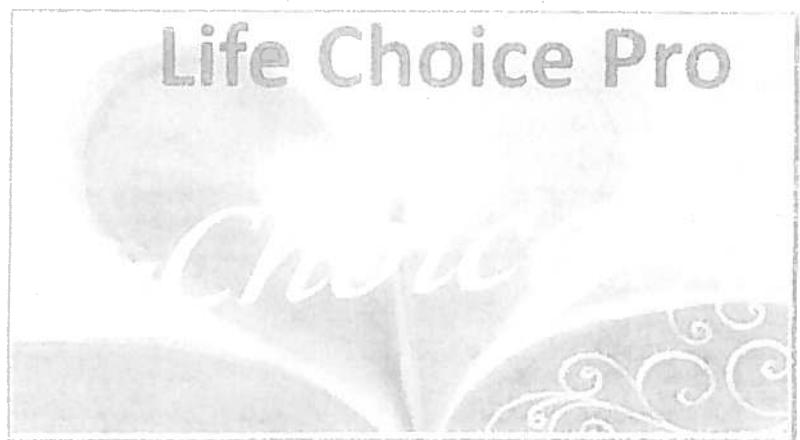
► **2**  
MOMS & DADS

► **2**  
NEW GADGETS FOR MOMS  
TAKES BABY'S BODY PREGNANCY WATCH

Issue

September 2015

# Life Choice Pro



## Hurricane Readiness Tips for Pregnant Women

Pregnant women are more vulnerable during a disaster. Pregnancy requires women and families to make all kinds of preparations, including special preparations. Here are a few tips:

- Contact your local officials who manage the shelters to which you may evacuate. Ask for information on any special procedures in place for pregnant women.
- It's very important to realize that you may deliver at an alternate hospital or birthing facility. Think about where you would deliver at in the event of road closures or in the event that you are instructed to evacuate, especially if you're close to your delivery date.
- Contact your physician and request copies of your records and any special or recommended precautions you should take or be aware of. Keep this information with the other important records you will take with you.
- Pack prenatal vitamins, or perhaps an extra supply of over-the-counter vitamins, along with extra maternity clothes.
- Fill prescription medications in advance.
- Have bottled water and non-perishable food supplies on hand. Try to stock food that is high in protein and low in fat.
- You should do their best to eat regularly and nutritiously and drink plenty of water. You also should do your best to get enough sleep and to rest quietly (lying down with feet up) for a few minutes several times a day.

Pregnant women should know the signs of labor and if they experience any of these symptoms, should NOT wait to seek immediate care. Preterm labor is any labor before 37 weeks gestation.

The signs of labor are:

- Contractions (the abdomen tightens like a fist) every 10 minutes or more often
- Change in vaginal discharge (leaking fluid or bleeding from the vagina)
- Pelvic pressure—the feeling that the baby is pushing down - low, dull backache
- Cramps that feel like a period - abdominal cramps with or without diarrhea

By taking the time to make these preparations, you will be able to cope during the stress and uncertainty a hurricane can create.



healthy pregnancies



healthy babies



healthy families

## Provider Corner

### Amniotic Fluid

Amniotic fluid surrounds your baby in your womb. It cushions your baby, and helps your baby's lungs, digestive system, and muscles develop. If they're too low or too high, you're more likely to have complications, such as early delivery. It may also mean there's a problem with your baby or the placenta.

Low levels of amniotic fluid are riskier early in your pregnancy. They can be a sign that your baby is growing too slowly. If it occurs late in pregnancy, it can be a sign of placental failure. Your doctor may want to monitor your pregnancy more closely.

High levels of amniotic fluid often don't cause any problems. But high levels do increase your risk of early delivery or growth problems.

Normal amounts of amniotic fluid may cause the health care provider to watch the pregnancy more carefully. Removing a sample of the fluid through amniocentesis can provide information about the health and development of the fetus.

Source: American Congress of Obstetricians and Gynecologists

### Did You Know...

Boy babies outnumber girl babies.

A fetus does not have bowel movements before birth.

If you are within the normal weight range for your height you are less likely to suffer problems such as high blood pressure or diabetes during pregnancy.

All the eggs you will ever produce are stored in your ovaries before you are born.

It takes about 70-80 days to make a sperm.

The sex of a baby is determined by whether the sperm that fertilizes the egg carries the X or Y version of chromosome 23.

Source: American Congress of Obstetricians and Gynecologists

### Laks Baby Boom Pregnancy Watch

Pregnancy Watch gadget from Laks in essence doubles as a fertility watch and a pregnancy device: When a woman is pregnant, she can tell her the week of pregnancy she is in.

This is no ordinary fertility watch. It also comes with a list of baby names, just in case you haven't picked one out for your new addition.

Fertility Watch (\$114)



### Life Choice Project

3813 N. Flannery Road  
Baton Rouge, Louisiana 70814  
Phone: 225.273.1124  
Toll Free: 888.823.1121

## DADS During Pregnancy

### Advice for New Dads

Expecting a baby is a big deal for both mom and dad. And while you may feel like you're not needed, you are! In fact, your support and involvement can help mom feel better and help you feel closer to your baby.

Here are some ways you can help mom during pregnancy and help build a strong bond with your baby:



• Support mom. Be there for mom during pregnancy, even if you're not the primary caregiver. Offer to run errands, take care of chores, or just sit with mom while she rests.

• Encourage mom to eat well. Make sure mom eats healthy foods and avoids alcohol, tobacco, and other drugs.

### Fitness & Expectant Mothers

#### Weight Gain During Pregnancy

Knowing your BMI helps determine how much weight you should gain during your pregnancy... along with suggested calorie intake.

After you've tested your pregnancy, you're due for a physical exam, which usually includes measuring the mother's height and weight. This is used to calculate a woman's Body Mass Index (BMI). All in all, it's based off of pre-pregnancy BMI.

- Overweight: Gain 15 to 25 pounds throughout pregnancy, with an additional 5 to 7 pounds during pregnancy's last trimester.
- Obese: Gain 15 to 20 pounds, with an additional 5 pounds in the last trimester.
- Pregnant with twins: Gain 31 to 39 pounds, with an additional 5 to 7 pounds during pregnancy's last trimester.

If you carefully follow your physician's advice, having a low-risk pregnancy and birth is possible. Don't forget to be as active as possible. If you don't take extra steps to live a healthy lifestyle, you might gain too much weight. You might also need to take a number of supplements for you and your baby.

### CARING TO LOVE MINISTRIES,

Through the Life Choice Project, offers medical, personal prenatal care services and other supports that often prevent women from making life altering mistakes.

Partner:  
Initiative:  
Reporting Month:  
Alternatives to Abortion CFMS# 719685 [06-30-15]  
August 2015

4 - 7 J

### Performance Period

Amount Appropriated:\$ 485,629.00

Monthly Invoices:\$ 55,808.62

YTD Amount:\$ 114,407.24

!highlights & Deviations: Conference call for technical training related to lack of promotional resources

#### Corrective Actions for Deviations:

Ongoing Obstacles:

Major Activities in Next Goals and Objectives: Reach vulnerable low income pregnant women and their families

### Performance Delivery

Component Name	Yearend Target	YTD Total Served	YTD New Served	Total Served This Month	New Served This Month	Notes
i-Take Application	1944	243	243	220	220	
<u>Task Status</u>						
<u>Task Name</u>		<u>Status</u>		<u>Activity Notes</u>		
(1) Quality Assurance		On Schedule		To ensure adherence to program service delivery requirements, comp visits are conducted monthly to review prior to ACH disbursement.		
(2) Project Staff and Consultant Meetings		On Schedule		Conference call training to assess program activities and other core fi regular meetings are conducted in house, via webinars.		
(3) Abstinence Education		On Schedule		To inform, educate and empower TANF eligible adolescents and young to make informed healthier life choices.		
(4) Home Outreach Support Services		On Schedule		To provide TANF eligible expectant mothers, their male partners, and with information, referral and access to needed medical, nutritional, emotional, educational, developmental and other appropriate Pre-natal health care services.		
(5) Know for Sure Calls		On Schedule		Calls 214 186 appointments, 35 chats, 59 emails 2 Ascension, 166 East Baton Rouge, 3 Iberville, 3 Livingston, 1 Plaqu St. John the Baptist, 6 Point Coupee, 11 Lafayette, 5 Vermillion, Out of State 1 Oaxaca Mexico, 1 Harris TX, 1 Marion MS.		
(6) Google Ad's		On Schedule		172,328 impressions times users saw our listing in search 54 chats		

### Performance Indicators

Performance Indicator	Unit of Measure	PI Target	PI Actual	PI DEV	PI Actual Number	Year End Target	Year End Actual	Year End DEV	Reas Devi
i-Take Application	NUMERIC	243	220	-23	N/A	1944	475	1469	Within 9
Pregnancy Test	NUMERIC	246	245	-1	N/A	1968	538	1430	Within 9
Negative Pregnancy Test	NUMERIC	40	47	7	N/A	320	105	215	Services
Abstinence Education	NUMERIC	40	47	7	N/A	320	105	215	Services
Counseling	NUMERIC	187	203	16	N/A	1500	443	1057	Services
Referral	NUMERIC	138	162	24	N/A	1100	362	738	Services
Health Risk Assessment	NUMERIC	150	173	23	N/A	1200	370	830	Services
Care Plan Development	NUMERIC	138	173	35	N/A	1100	370	730	Services
In-going monitoring	NUMERIC	138	168	30	N/A	1100	370	730	Services
Family Support	NUMERIC	78	110	32	N/A	624	244	380	Services
Home Outreach Support	NUMERIC	42	49	7	N/A	336	98	238	Services
Birth Outcomes	NUMERIC	44	45	1	N/A	352	97	255	Services

Approved

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\*Approval Date

9/10/15